

LOOKING AND SEEING

There Is a Marked Difference Between These Two Acts.

THE POWER OF OBSERVATION

It Should Be Cultivated Even in the Most Ordinary Things—A Faculty That Is Possessed by All, but That Is Developed by the Few.

It is the hope and desire of all parents that their children shall make some sort of a mark in the world when they grow up. They do not in the majority of cases expect that their offspring will become famous and make names that will live for ages, but they cherish the thought that they will be successful men and women in some profession or business. That is the keynote—that success shall be their portion.

Yet it is a fact that most parents neglect or pay very little attention to one part of the child's education which is of the highest importance. They do not train the perceptive faculties.

Power of observation will help you more than anything else in your struggle for existence, and yet there are comparatively few people who are keen observers. One small fact will prove this latter statement. The man who observes everything, he who sees everything he looks at, is singled out either as an inquisitive person or a clever one, and this shows that he is an exception.

It is easy to give instances of this lack of perception even in the ordinary things of life. Some years ago an artist engaged in a London firm of printers had to draw an advertisement in which the central figure was a cock in the act of crowing. Nothing seemed easier, but when he set to work the artist found himself confronted by a difficulty—does the cock show its tongue prominently when it crows? Every one of the hundred men employed by the firm had seen a cock crow scores of times, yet not one of them could answer the question. The artist had to go to a friend who kept fowls and chase the poor rooster round and round the yard until it crowed.

A schoolmaster, wishing to test the perception of his boys, asked them how many times they had seen a cow or pictures of that animal and found, as he had expected, that all the boys had seen the creature more times than they could remember. Then he offered to give small prizes to the boys who could correctly answer this question: "Are a cow's ears above, below, in front of or behind its horns?" Only two boys gained prizes, and their answers were guesswork.

Now sit down and test yourself in some such simple manner. You have all seen a horse "down." Can you describe how it rises? Does it get up on its fore feet first and then on its hind feet, or does it kneel first, then get on its hind feet and finally on its fore feet?

However, you need not confine yourself to the animal kingdom in testing your perceptive faculties. Many subjects will suggest themselves to you.

As an excuse for this want of observation it is often urged that "a man can't know everything," but the excuse is a bad one. There is a great difference between knowing little or nothing and knowing everything. When the faculty has been trained it requires no more effort to note the points of the object looked at than it does to glance at that same object and come away none the wiser.

The chances of success in life are on the side of the man who knows certain things because he has learned about them by using his senses instead of having to go to a book for all that he wishes to know. Books are indispensable, as there are so many things which cannot come within the range of our observation, but wherever possible we should use our senses to acquire knowledge at first hand.

This will explain why men who cannot read or write have built up substantial businesses. They have made use of the power possessed by all, but cultivated by very few.

The perceptive faculty must be trained during childhood and youth. After the completion of the twentieth year very little progress can be made. A grown man is unable to develop his powers of observation to any satisfactory degree. Youth is full of energy, and that is the time to inculcate the lesson that we should see all that our eyes rest upon.

It should be the object of every parent to teach his child to note every object that comes in his way. When out for a walk in a park the child should be told to observe the shapes of the leaves on the different trees, the paling of the color of animals toward the under part of the body, and so on, and should be told that when asked a question on the subject he must be prepared to say that it is so, not that he thinks it is.

All children have inquiring minds, and after a walk or two, coupled with such instruction as we have mentioned,

ed, you will find the child making great progress and acquiring a quality that will be invaluable in after life.

One of the methods adopted by Houdin, the conjurer, for quickening the perception of his son was to make him walk rapidly past a shop window or a stall on which a number of articles were displayed and then write down a list of the objects noticed. At first only half a dozen articles were perceived during the moment occupied in passing the store or window, but after having done it once a day for a month the boy was able to make a list of forty objects.—Pearson's Weekly.

NOTICE OF ELECTION FOR SPECIAL TAX TRUSTEES.

For the purpose of electing three trustees therefor and determining the rate of millage to be assessed and collected therein for the next succeeding two years thereafter, elections will be held Tuesday, July 13th, 1909, in the following Special Tax Districts of Alachua county, Florida, to-wit:

Rochelle, No. 3—Inspectors: A. J. Easter, J. N. Shealey, T. J. Perry, one of whom will act as clerk.

Fairbanks, No. 5—Inspectors: F. D. Irwin, W. J. Waits, W. W. Bruce, one of whom will act as clerk.

LaCrosse, No. 8—Inspectors: R. R. Joiner, E. L. Parker, L. F. Osteen, one of whom will act as clerk.

Jonesville, No. 9—Inspectors: H. A. Pickett, P. I. Hathcock, Geo. Williams, one of whom will act as clerk.

Archer, No. 10—Inspectors: J. H. Law, T. A. Dunn, S. A. Hussey, one of whom will act as clerk.

Gracy, No. 11—Inspectors: W. R. Rives, J. W. Thomas, S. M. Jeffords, one of whom will act as clerk.

Melrose, No. 13—Inspectors: A. A. McRae, H. von Nosky, G. T. Torlay, one of whom will act as clerk.

Micanopy, No. 15—Inspectors: N. B. Mott, J. E. Thrasher, A. U. Hileary, one of whom will act as clerk.

Island Grove, No. 18—Inspectors: J. R. Shaw, R. S. Cassels, William Evans, one of whom will act as clerk.

Godwin, No. 20—Inspectors: J. S. Bell, John Fennell, J. M. Walters, one of whom will act as clerk.

Hawthorn, No. 21—Inspectors: H. C. Bennett, E. T. Hawthorn, W. F. Morrison, one of whom will act as clerk.

Alachua, No. 23—Inspectors: W. T. Rives, E. E. Bell, J. A. Williams, one of whom will act as clerk.

Waldo, No. 24—Inspectors: L. C. Doane, W. D. Finlayson, D. L. Branning, one of whom will act as clerk.

Santa Fe, No. 25—Inspectors: T. A. Duke, F. L. Weeks, W. H. Ellis, one of whom will act as clerk.

Gainesville, No. 26—Inspectors: C. J. Mixson, D. A. Robertson, F. X. Miller, one of whom will act as clerk.

Pine Cottage, No. 27—Inspectors: C. C. Strickland, R. W. Clark, M. T. Hope, one of whom will act as clerk.

Lochloosa, No. 29—Inspectors: J. D. Caldwell, S. C. Hayman, J. W. Metzger, one of whom will act as clerk.

Stroble, No. 31—Inspectors: P. C. Clark, T. J. Price, M. A. Osteen, one of whom will act as clerk.

Orange Heights, No. 38—Inspectors: L. H. Hall, E. R. B. Kite, R. P. Lumpkin, one of whom will act as clerk.

Cherry Slink, No. 41—Inspectors: J. S. Osteen, J. T. Everett, J. C. Blitch, one of whom will act as clerk.

Louise, No. 42—Inspectors: W. H. Gurney, Geo. Sparkman, W. P. Birt, one of whom will act as clerk.

Perservance, No. 43—Inspectors: T. C. Campbell, C. W. Gigger, J. K. Wilson, one of whom will act as clerk.

Windsor, No. 45—Inspectors: John Torode, J. A. Rosborough, D. M. Phil, one of whom will act as clerk.

High Springs, No. 47—Inspectors: G. W. Easterlin, M. G. Knight, E. B. Clark, one of whom will act as clerk.

Hague, No. 48—Inspectors: J. L. Hague, T. J. Hamm, Jack Benton, one of whom will act as clerk.

Campville, No. 50—Inspectors: H. M. Moran, N. A. Mathews, W. R. Stewart, one of whom will act as clerk.

Roadfield, No. 54—Inspectors: H. B. Brooker, Archie Akins, S. B. Roberts, one of whom will act as clerk.

Erivinton, No. 62—Inspectors: A. E. Miller, C. M. Collins, R. C. Evans, one of whom will act as clerk.

Tacoma, No. 69—Inspectors: R. M. Chamberlin, J. W. English, J. W. Bradley, one of whom will act as clerk.

Newberry, No. 73—Inspectors: W. J. Hamilton, W. H. Tucker, J. T. Swindal, one of whom will act as clerk.

Rocky Point, No. 76—Inspectors: G. A. Gleason, T. E. McDonald, F. C. Crown, one of whom will act as clerk.

Haynesworth, No. 81—Inspectors: J. F. Futch, J. E. Haynesworth, G. E. Burnett, one of whom will act as clerk.

Bell, No. 85—Inspectors: H. B. Brooker, J. E. Williams, W. Z. Bryant, one of whom will act as clerk.

Willeford, No. 88—Inspectors: John R. Thomas, B. L. Flowers, L. R. Thomas, one of whom will act as clerk.

Where parties appointed will not serve as Inspectors Trustees must see that new ones are appointed and that elections are held.

Polls will open at 8 o'clock a. m. and close at sunset.

By order of the Board of Public Instruction this the 4th day of June 1909.

R. B. WEEKS,

Chairman Board Pub. Instruction

Attest: J. L. KELLEY,

Sec. and S. J.

If you have lost or found anything do not fail to keep your eye on the classified advertising columns.

BUSINESS CARDS

DR. GEO. S. WALDO,

—DENTIST—

Graham Building, East Main Street N.
Bell Phone 51. Also Long Distance.

DR. EDWARD CLARK

DENTIST.

Offices in Graham Building, over
Saunders & Earle's store. Phone
No. 356.

DR. DEVERE B. MORRIS,

....DENTIST....

Office over Gainesville National Bank
Phone 200.

DR. J. H. ALDERMAN,

DENTIST.

Office over Dutton & Co's. Bank
Phone 280, Gainesville, Fla.

W. E. BAKER,

ATTORNEY-AT-LAW,

SOLICITOR IN CHANCERY.

GAINESVILLE, Alachua Co., FLA.,
Office in Haymans Block.

FERDINAND BAYER,

ATTORNEY AT LAW,

GAINESVILLE, FLORIDA.

Can sell your city property, (improved and unimproved), phosphate, trucking and farming lands. Send him a list of what you offer for sale. 2142m

J. A. CARLISLE,

ATTORNEY AT LAW

And Solicitor in Equity

Real Estate, Conveyancing and General Practice. All business promptly attended to. Office next door to Sun office.
GAINESVILLE, FLORIDA

FRANK CLARK THOS W FIELDING
CLARK & FIELDING

LAWYERS

Practice in all Courts, State and Federal.

Offices Over Gainesville National Bank, Gainesville, Florida.

IT'S FRESH EVERY DAY!

The Bread, Pie and Cake you eat should be nutritious. The finest flour, mixed with pure rich milk and baked in the "purity fashion," make our goods the most delicious it is possible to produce.

KEYSTONE BAKERY

Phone 165. R. T. Schafer, Prop.

Miss N. Norton

Novelties, Books, Stationery
Souvenirs, Sheet Pictures
and Picture Frames

206 East Liberty Street,
GAINESVILLE, FLORIDA

T. F. THOMAS
UNDERTAKING CO.

FULL LINE OF
NEW GOODS...

AGENTS FOR

MONUMENTS, TOMBSTONES
and IRON FENCES.

See our samples.

Personal attention to all matters in this line. Mail and telegraph orders promptly attended to

Gainesville, Florida.

ABOUT ADVERTISING—NO. 3

How to Write Retail Advertising Copy

By Herbert Kaufman.

A skilled layer of mosaics works with small fragments of stone—they fit into more places than the larger chunks.

The skilled advertiser works with small words—they fit into more minds than big phrases.

The simpler the language the greater certainty that it will be understood by the least intelligent reader.

The construction engineer plans his road-bed where there is a minimum of grade—he works along the lines of least resistance.

The advertisement which runs into mountainous style is badly surveyed—all minds are not built for high level thinking.

Advertising must be simple. When it is tricked out with the jewelry and silks of literary expression it looks as much out of place as a ball dress at the breakfast table!

The buying public is only interested in facts. People read advertisements to find out what you have to sell.

The advertiser who can fire the most facts in the shortest time gets the most returns. Blank cartridges make noise but they do not hit—blank talk, however clever, is only wasted space.

You force your salesmen to keep to solid facts—you don't allow them to sell muslin with quotations from Omar or trousers with excerpts from Marie Corelli. You must not tolerate in your printed selling talk anything that you are not willing to countenance in personal salesmanship.

Cut out clever phrases if they are inserted to the sacrifice of clear explanations—write copy as you talk. Only be more brief. Publicity is costlier than conversation—ranging in price downward from \$6.00 a line, talk is not cheap but the most expensive commodity in the world.

Sketch in your ad to the stenographer. Then you will be so busy "saying it" that you will not have time to bother about the gewgaws of writing. Afterwards take the type-written manuscript and cut out every word and every line that can be erased without omitting an important detail. What remains in the end is all that really counted in the beginning.

Cultivate brevity and simplicity. "Seven Francais" may look smarter, but more people will understand "French Soap." Sir Isaac Newton's explanation of gravitation covers six pages, but the schoolboy's terse and homely "What goes up must come down" clinches the whole thing in six words.

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"That Which Is Worth Having Is Worth Advertising For"

The old adage that what is worth having is worth asking for is still true—true of the more intricate life of today.

The thing you want—whether it is a used piano or a home, whether it is a ready-made business or a lost pocket-book—is obtained readily through advertising, and with difficulty, or not at all, through other means.

THE SUN "WANT" ADS. BRING RESULTS

The Lowest Charges in Keeping
With First-Class Work.

The only way to do this is to keep Ballard's Herbine in the house and take it whenever your liver gets inactive. 50 cents per bottle. Sold by H. M. Johnson

charge at Balaklava, cited here yesterday.

Bilious? Feel heavy after dinner? Tongue coated? Bitter taste? Com-

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home get in

H. E. Taylor, Cashier
Lee Graham, Asst. Cashier